



Data and Privacy File Guides

**Apple.com and Apple Store:
Genius Bar History**

May 2019

File name Genius Bar History.csv

File description This includes a record of all the reservations that a user has made through Concierge.

Why Apple keeps this information This information is collected/retained in order to enable the Apple Store to provide the customer with service during their reservation and to improve reservation offerings.

Field Name	Details
First Name	Customer's first name for the reservation
Last Name	Customer's last name for the reservation
Email	Customer's email address for the reservation
Store	Store name associated with the reservation information
Product	The type of product associated with the reservation for service
Reservation Type	The type of in-store reservation
Actual Reservation Time	When a reservation actually started in-store
Expected Reservation Time	When a reservation was expected to start in-store
Customer Phone Number	Customer's phone number associated with the reservation
Booking Source	How the customer booked the reservation
Membership	Identifies whether the customer is a member of the Joint Venture program
Membership Number	Unique identifier if the customer is a member of the Joint Venture program
Multi-Product Reservation	Identifies whether the customer brought more than one product for the service reservation